

Eastern Illinois University The Keep

1995

Press Releases

11-10-1995

11/10/1995 - Book Give Away.pdf

University Marketing and Communications

Follow this and additional works at: http://thekeep.eiu.edu/press_releases_1995

Recommended Citation

University Marketing and Communications, "11/10/1995 - Book Give Away.pdf" (1995). 1995. 506.
http://thekeep.eiu.edu/press_releases_1995/506

This Article is brought to you for free and open access by the Press Releases at The Keep. It has been accepted for inclusion in 1995 by an authorized administrator of The Keep. For more information, please contact tabruns@eiu.edu.

95-336

November 10, 1995

FOR IMMEDIATE RELEASE:

BOOK GIVE-AWAY

CHARLESTON -- Eastern Illinois University's WEIU-TV has brought together several community organizations to put books in the hands of area children who otherwise might not have books of their own.

The project is part of a national \$7 million pre-school education initiative by the Corporation for Public Broadcasting (CPB) to distribute 200,000 books to children across the country. The books have been made available through Scholastic Books, First Book and the Department of Education.

An event in the Charleston Public Library will highlight the year-long book give-away where some 300 books in English and Spanish will be distributed monthly for the next twelve months to children in Project HELP and Project Head Start pre-school programs.

The book distribution by WEIU-TV, in cooperation with the Embarras River Basin Agency Head Start Program and Project HELP (Helping Educate Little People), will take place at 1:45 p.m. Wednesday, Nov. 15 in the Charleston Public Library, 712 6th Street.

-more-

ADD 1/1/1/1

BOOKS

WEIU-TV is one of 44 public television stations participating in the CPB's Ready to Learn Project, which combines local public broadcasting stations, community organizations and national producers to use television to teach children to read.

In addition to the Ready to Learn Project, First Book made it possible for WEIU-TV to give away yet another 2,000 books provided free to the station by Scholastic, Inc., for children in the WEIU-TV viewing area.

WEIU-TV is a PBS affiliate and Ready to Learn station seen on cable and UHF 51 in 11 counties in east central Illinois.